

Applicant : Jacobs et al.
Serial No. : 10/043,699
Filed : January 9, 2002
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Attorney's Docket No. 15828-155001

Appellant submit that displaying non-payment information as a function of the manner in which the user will pay to dispense fuel permits the operator to maximize commercial success of the system by enabling the ability to provide customizable information. For example, in response to a customer using a gold card to pay to dispense fuel, the system may display an advertisement for a Lexus. In contrast, in response to a customer using money to pay to dispense fuel, the system may display an advertisement for a Toyota.

For these reasons, and the reasons stated in the Appeal Brief, Applicant submits that the final rejection should be reversed.

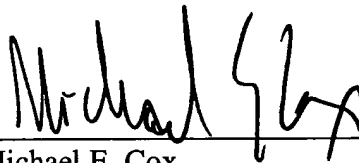
Also enclosed is a Request for Oral Hearing and a check in the amount of \$1,000 which is being filed concurrently with this Reply Brief.

Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: _____

June 7, 2006



Michael E. Cox
Reg. No. 47,505

Fish & Richardson P.C.
1717 Main Street
Suite 5000
Dallas, Texas 75201
Telephone: (214) 760-6107
Facsimile: (214) 747-2091